



The Partnership for an HIV-Free Generation, Kenya

Objective

The Partnership for an HIV-Free Generation, Kenya (HFG/K), is a global public-private partnership championed by the US President's Emergency Plan for AIDS Relief (PEPFAR) and supported by local and international private sector corporations. HFG/K's vision is to inspire and provide opportunities for Kenyan youth to live healthy and productive lives and to contribute to the realization of a generation free from HIV. To achieve this, HFG/K will help accelerate the Government of Kenya's (GoK) HIV Prevention strategy and contribute to a 50% reduction of HIV incidence among youth ages 10-24 years by revolutionizing HIV interventions.

Project status

In August 2010, PATH in partnership with the Global Business Coalition on HIV/AIDS, TB and Malaria (GBC) was awarded an AIDSTAR Task Order Services Contract through USAID to:

- Strengthen HFG/K's capacity to become a self-sustainable entity
- Support the development & implementation of a youth HIV prevention media strategy
- Support HFG/K to negotiate, coordinate and manage private-public partnerships (PPPs) between international or Kenyan private sector companies and PEPFAR implementing partners

Key activities

In February 2011, HFG/K launched its five year Strategic Plan, 2010-2014. Multiple activities are now underway including:

- Development of a mass media campaign
- Working with implementing partners to identify and build youth programming
- Refining key products or concepts of HFG/K with implementing partners such as GATE; G-Jue One Million and G-Bases
- Development and negotiation of several PPPs including a SHUGA II TV series
- Initiation of assessment and commission of baseline survey for the project

Achievements

- Development of governance structure & 5-year strategic plan
- Outreach, negotiation & initiation of PPPs including:
 - SHUGA II: This 6 part TV series follows youth lifestyles with HIV prevention messaging and is a partnership with MTV Staying Alive Foundation, UNICEF & HFG Global Secretariat.
 - Standard Group: Partnership to develop and publish G-PANGE columns in *Pulse & Next Generation* by young writers and nurture/mentor the writing talents of youth.
 - Safaricom Sakata Ball: HFG/K is partnering in this nationwide football competition to enhance the provision of HIV counseling and testing and HIV prevention information to youth at these large scale events.
- Participation in a variety of events targeting youth such as: the GoK's *Rapid Results Initiatives* to accelerate HIV testing; G-PANGE Valentine Explosion event in Embakasi Village Nairobi; and the national launch of Year of the Youth.

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